



USDA National Retail Report - Turkey

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 09/25 thru 10/01.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

Fri. Sep 25, 2015

NATIONAL SUMMARY

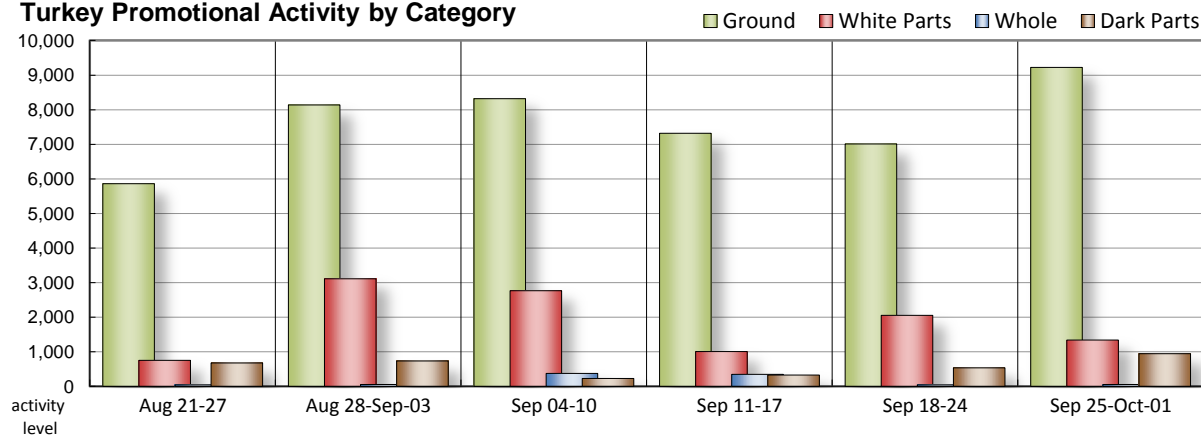
| | THIS WEEK | | LAST WEEK | | LAST YEAR | |
|--------------------------------|-------------------------|---------|-------------------------|---------|-------------------------|---------|
| Feature Rate ^{1/} | 33.4% of 29,100 outlets | | 23.9% of 29,100 outlets | | 38.9% of 22,900 outlets | |
| Special Rate ^{4/} | 1.6% | | 2.7% | | 2.3% | |
| Activity Index ^{2/} | 13,016 | | 10,855 | | 14,610 | |
| 3/ | Stores | Wtd Avg | Stores | Wtd Avg | Stores | Wtd Avg |
| WHOLE BIRDS: | | | | | | |
| Fresh - Hens | 22 | 1.69 | | | 120 | 1.99 |
| " - Toms | 22 | 1.69 | | | 120 | 1.99 |
| Frozen - Hens | 6 | 1.59 | 23 | 1.69 | 10 | 1.29 |
| " - Toms | 6 | 1.59 | 23 | 1.69 | 10 | 1.29 |
| PARTS: | | | | | | |
| Breast: | | | | | | |
| Bone-in, whole | | | | | | |
| Fresh | 95 | 1.87 | 15 | 2.45 | 230 | 3.51 |
| Frozen | 325 | 1.91 | 343 | 1.82 | 1,970 | 1.90 |
| Split, bone-in | | | | | | |
| Fresh | | | | | 70 | 3.32 |
| Rotisserie | 164 | 7.37 | 166 | 8.16 | 470 | 7.25 |
| Boneless, whole | 49 | 5.07 | 59 | 5.30 | 40 | 4.48 |
| Cutlets | 464 | 5.50 | 826 | 5.40 | 170 | 4.93 |
| Cutlets, thin sliced | 216 | 5.11 | 188 | 4.99 | 10 | 6.99 |
| Strips | | | | | | |
| Tenders | | | 33 | 4.80 | 40 | 4.73 |
| Marinated Tenders | 28 | 4.49 | 425 | 4.39 | 160 | 4.26 |
| Drumsticks | 309 | 2.30 | 240 | 1.53 | 130 | 1.60 |
| Thighs | | | 46 | 1.69 | 100 | 1.83 |
| Wings | 326 | 2.27 | 235 | 1.51 | 170 | 1.73 |
| Necks | 5 | 1.69 | 16 | 1.99 | | |
| Smoked Drumsticks | 90 | 1.30 | | | 20 | 2.29 |
| Smoked Wings | 216 | 1.81 | | | 30 | 2.35 |
| Smoked Necks | | | | | 20 | 2.29 |
| GROUND TURKEY: | | | | | | |
| Patties | 1,367 | 3.86 | 1,166 | 3.82 | 330 | 4.16 |
| Sausage | 460 | 3.76 | 737 | 3.54 | 670 | 3.60 |
| 85% lean | 3,023 | 2.47 | 1,950 | 2.91 | 2,170 | 2.92 |
| 93% lean | 3,356 | 3.59 | 2,720 | 3.60 | 3,940 | 3.38 |
| Breast | 1,017 | 5.20 | 437 | 4.74 | 960 | 4.74 |
| Rolls (frsh/frz 1 lb.) | 34 | 1.92 | 16 | 2.55 | 660 | 2.67 |
| Specialty ^{5/} | | | | | | |
| Patties | 62 | 3.89 | 126 | 3.64 | 160 | 4.24 |
| 93-94% lean | 1,354 | 4.95 | 718 | 4.18 | 1,720 | 4.23 |
| Breast | | | 347 | 4.44 | 110 | 5.99 |

Note: rolls & specialty not included in ground turkey total and weighted average.

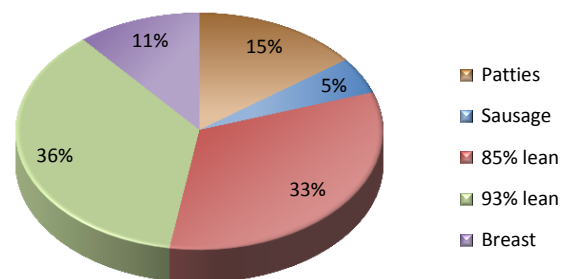
This Week's Turkey Feature Highlights

Turkey feature activity has increased this week. Whole bird features continue to be almost non-existent. Offers of fresh bone-in breasts have increased at mixed prices while frozen offers and prices are unchanged. Rotisserie breast offerings are unchanged at lower price levels. Values for cutlets and tenders are steady. Offerings of dark parts increased at varying prices, while offerings of smoked varieties increased at lower prices. Grind offerings increased at steady prices with 93% and 85% leans most promoted. Deli activity has decreased this week both on processor and private label products. Service deli prices are mixed while self-service deli offers are about unchanged with prices steady to lower.

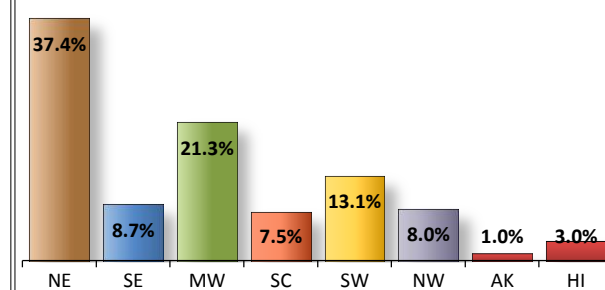
Turkey Promotional Activity by Category



Ground Turkey Featuring by Type



Relative Feature Activity by Region



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/ Feature Rate: the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. **2/ Activity Index:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). **3/ Stores/Avg:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/ Special Rate:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.). **5/ Specialty:** products produced from birds raised on an all vegetable diet without antibiotics and minimally processed.



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Fri. Sep 25, 2015

| | NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT) | | | SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV) | | | MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI) | | |
|-------------------------------------|------------------------------------------------------|---------------------------|--|------------------------------------------------|---------------------------|--|----------------------------------------------------|---------------------------|--|
| Special Rate ^{4/} | 59.3% of 5,500 sampled outlets | | | 25.1% of 7,400 sampled outlets | | | 36.1% of 6,100 sampled outlets | | |
| Activity Index ^{2/} | 0.3% of stores w/ no-price promotions | | | 0.0% of stores w/ no-price promotions | | | 4.4% of stores w/ no-price promotions | | |
| | Activity Index = 5,572 | | | Activity Index = 1,764 | | | Activity Index = 2,890 | | |
| | Price Range (\$/pound) | Summary Stores Wtd Avg | | Price Range (\$/pound) | Summary Stores Wtd Avg | | Price Range (\$/pound) | Summary Stores Wtd Avg | |
| WHOLE BIRDS: | | | | | | | | | |
| Fresh - Hens | 1.69 | 21 1.69 | | 1.69 | 1 1.69 | | | | |
| " - Toms | 1.69 | 21 1.69 | | 1.69 | 1 1.69 | | | | |
| Frozen - Hens | | | | | | | 1.59 | 6 1.59 | |
| " - Toms | | | | | | | 1.59 | 6 1.59 | |
| PARTS: | | | | | | | | | |
| Breast: | | | | | | | | | |
| Bone-in, whole | | | | | | | | | |
| Fresh | 1.99 - 2.99 | 11 2.44 | | 1.59 | 6 1.59 | | 1.99 - 2.89 | 22 2.36 | |
| Frozen | | | | | | | 1.87 - 1.99 | 17 1.96 | |
| Split, bone-in | | | | | | | | | |
| Fresh | | | | | | | | | |
| Rotisserie | 7.99 - 8.99 | 22 8.26 | | 7.99 | 35 7.99 | | | | |
| Boneless, whole | 4.99 | 41 4.99 | | | | | 5.49 | 8 5.49 | |
| Cutlets | 4.99 - 5.99 | 463 5.49 | | 5.99 | 1 5.99 | | | | |
| Cutlets, thin sliced | 4.99 - 6.99 | 196 5.07 | | 5.49 | 20 5.49 | | | | |
| Strips | | | | | | | | | |
| Tenders | | | | | | | | | |
| Marinated Tenders | 4.49 | 28 4.49 | | | | | | | |
| Drumsticks | 1.39 - 2.59 | 263 2.34 | | 2.49 | 1 2.49 | | 1.69 - 2.59 | 35 2.15 | |
| Thighs | | | | | | | | | |
| Wings | 1.39 - 2.59 | 284 2.30 | | 1.69 - 2.49 | 2 2.09 | | 1.69 - 2.59 | 35 2.15 | |
| Necks | | | | | | | | | |
| Smoked Drumsticks | 0.99 - 2.39 | 90 1.30 | | | | | | | |
| Smoked Wings | 0.99 - 2.19 | 216 1.81 | | | | | | | |
| Smoked Necks | | | | | | | | | |
| GROUND TURKEY: | | | | | | | | | |
| Patties | 3.49 - 4.39 | 1,168 3.90 | | 3.49 - 3.99 | 41 3.75 | | 1.99 - 3.99 | 146 3.61 | |
| Sausage | | | | 3.49 - 3.59 | 95 3.56 | | 3.19 - 4.69 | 231 3.61 | |
| 85% lean | 1.99 - 3.50 | 658 2.71 | | 1.99 - 3.50 | 814 2.31 | | 1.99 - 3.99 | 1,184 2.38 | |
| 93% lean | 2.99 - 5.49 | 1,231 3.39 | | 3.00 - 4.00 | 631 3.91 | | 3.00 - 3.99 | 707 3.61 | |
| Breast (99-100% lean) | 4.61 - 6.99 | 806 5.32 | | 5.59 - 6.99 | 21 5.66 | | 4.99 - 5.37 | 25 5.07 | |
| Rolls (frsh/frz 1 lb.) | 1.88 | 6 1.88 | | | | | | | |
| Specialty ^{5/} | | | | | | | | | |
| Patties | 2.99 - 3.99 | 47 3.86 | | 3.99 | 2 3.99 | | 3.99 | 13 3.99 | |
| 93-94% lean | | | | 3.29 - 3.99 | 93 3.94 | | 3.08 - 3.99 | 455 3.90 | |
| Breast | | | | | | | | | |


USDA National Retail Report - Turkey
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(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

Fri. Sep 25, 2015

| | SOUTH CENTRAL U.S. (AR,CO,KS,LA,MO,NM,OK,TX) | | | SOUTHWEST U.S. (AZ,CA,NV,UT) | | | NORTHWEST U.S. (ID,MT,OR,WA,WY) | | |
|-------------------------------------|--------------------------------------------------------|------------------------------|------|----------------------------------------------|------------------------------|------|----------------------------------------------|------------------------------|------|
| Feature Rate ^{1/} | 22.9% of 4,900 sampled outlets | | | 24.8% of 3,800 sampled outlets | | | 22.6% of 1,300 sampled outlets | | |
| Special Rate ^{4/} | 0.0% of stores w/ no-price promotions | | | 4.6% of stores w/ no-price promotions | | | 0.0% of stores w/ no-price promotions | | |
| Activity Index ^{2/} | Activity Index = 1,015 | | | Activity Index = 1,287 | | | Activity Index = 324 | | |
| | Price Range (\$/pound) | Summary Stores Wtd Avg | | Price Range (\$/pound) | Summary Stores Wtd Avg | | Price Range (\$/pound) | Summary Stores Wtd Avg | |
| WHOLE BIRDS: | | | | | | | | | |
| Fresh - Hens | | | | | | | | | |
| " - Toms | | | | | | | | | |
| Frozen - Hens | | | | | | | | | |
| " - Toms | | | | | | | | | |
| PARTS: | | | | | | | | | |
| Breast: | | | | | | | | | |
| Bone-in, whole | | | | | | | | | |
| Fresh | 1.59 | 56 | 1.59 | | | | | | |
| Frozen | 1.77 - 1.99 | 228 | 1.87 | 1.99 | 11 | 1.99 | 1.99 | 69 | 1.99 |
| Split, bone-in | | | | | | | | | |
| Fresh | | | | | | | | | |
| Rotisserie | | | | 6.99 | 107 | 6.99 | | | |
| Boneless, whole | | | | | | | | | |
| Cutlets | | | | | | | | | |
| Cutlets, thin sliced | | | | | | | | | |
| Strips | | | | | | | | | |
| Tenders | | | | | | | | | |
| Marinated Tenders | | | | | | | | | |
| Drumsticks | | | | 1.69 | 10 | 1.69 | | | |
| Thighs | | | | | | | | | |
| Wings | | | | 1.69 | 5 | 1.69 | | | |
| Necks | | | | 1.69 | 5 | 1.69 | | | |
| Smoked Drumsticks | | | | | | | | | |
| Smoked Wings | | | | | | | | | |
| Smoked Necks | | | | | | | | | |
| GROUND TURKEY: | | | | | | | | | |
| Patties | | | | | | | 3.98 | 12 | 3.98 |
| Sausage | | | | 3.43 | 26 | 3.43 | 3.43 | 23 | 3.43 |
| 85% lean | 1.99 - 3.99 | 250 | 2.63 | 2.39 - 3.27 | 101 | 2.82 | 2.39 | 16 | 2.39 |
| 93% lean | 3.19 - 4.00 | 116 | 3.85 | 2.99 - 3.99 | 414 | 3.35 | 3.19 - 4.39 | 202 | 3.84 |
| Breast (99-100% lean) | 4.12 - 4.79 | 165 | 4.58 | | | | | | |
| Rolls (frsh/frz 1 lb.) | 1.79 - 2.19 | 25 | 1.93 | | | | | | |
| Specialty ^{5/} | | | | | | | | | |
| Patties | | | | | | | | | |
| 93-94% lean | 3.99 - 5.99 | 175 | 5.59 | 3.99 - 6.99 | 608 | 5.59 | 5.99 | 2 | 5.99 |
| Breast | | | | | | | | | |



(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

| | ALASKA (AK) | | | HAWAII (HI) | | |
|-------------------------------------|----------------------------------------------|---------------------------|------|----------------------------------------------|---------------------------|------|
| Feature Rate ^{1/} | 22.6% of 100 sampled outlets | | | 77.9% of 100 sampled outlets | | |
| Special Rate ^{4/} | 0.0% of stores w/ no-price promotions | | | 0.0% of stores w/ no-price promotions | | |
| Activity Index ^{2/} | Activity Index = 42 | | | Activity Index = 122 | | |
| | Price Range (\$/pound) | Summary Stores Wtd Avg | | Price Range (\$/pound) | Summary Stores Wtd Avg | |
| WHOLE BIRDS: | | | | | | |
| Fresh - Hens | | | | | | |
| " - Toms | | | | | | |
| Frozen - Hens | | | | | | |
| " - Toms | | | | | | |
| PARTS: | | | | | | |
| Breast: | | | | | | |
| Bone-in, whole | | | | | | |
| Fresh | | | | | | |
| Frozen | | | | | | |
| Split, bone-in | | | | | | |
| Fresh | | | | | | |
| Rotisserie | | | | | | |
| Boneless, whole | | | | | | |
| Cutlets | | | | | | |
| Cutlets, thin sliced | | | | | | |
| Strips | | | | | | |
| Tenders | | | | | | |
| Marinated Tenders | | | | | | |
| Drumsticks | | | | | | |
| Thighs | | | | | | |
| Wings | | | | | | |
| Necks | | | | | | |
| Smoked Drumsticks | | | | | | |
| Smoked Wings | | | | | | |
| Smoked Necks | | | | | | |
| GROUND TURKEY: | | | | | | |
| Patties | | | | | | |
| Sausage | | | | 3.99 - 4.99 | 85 | 4.59 |
| 85% lean | | | | | | |
| 93% lean | 4.80 | 21 | 4.80 | 3.99 | 34 | 3.99 |
| Breast (99-100% lean) | | | | | | |
| Rolls (frsh/frz 1 lb.) | | | | 1.89 | 3 | 1.89 |
| Specialty ^{5/} | | | | | | |
| Patties | | | | | | |
| 93-94% lean | 7.99 | 21 | 7.99 | | | |
| Breast | | | | | | |



USDA National Retail Report - Turkey

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 09/25 thru 10/01.

(prices in dollars per pound unless otherwise noted; does not reflect all poultry items available in the marketplace)

Fri. Sep 25, 2015

| | NATIONAL SUMMARY | | | | | | NORTHEAST U.S. | | | SOUTHEAST U.S. | | |
|-------------------------------|------------------------|---------|------------------------|---------|------------------------|---------|------------------------------------|----------------|-----------------|--------------------------------|----------------|-----------------|
| | This Week | | Last Week | | Last Year | | (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT) | | | (AL,FL,GA,MS,NC,SC,TN,VA,WV) | | |
| Feature Rate ^{1/} | 34.5% of 29,100 stores | | 38.6% of 29,100 stores | | 58.3% of 22,900 stores | | 47.3% of 5,500 sampled outlets | | | 20.9% of 7,400 sampled outlets | | |
| Activity Index 2/ | 16,371 | | 21,672 | | 37,700 | | Activity Index = 4,820 | | | Activity Index = 1,926 | | |
| | Stores | Wtd Avg | Stores | Wtd Avg | Stores | Wtd Avg | Price Range (\$/pound) | Summary Stores | Summary Wtd Avg | Price Range (\$/pound) | Summary Stores | Summary Wtd Avg |
| SERVICE DELI - Turkey | | | | | | | | | | | | |
| Category 1 | | | | | | | | | | | | |
| Processor Brand | 1,932 | 9.20 | 3,075 | 8.95 | 4,460 | 8.20 | 7.99 - 9.99 | 1,218 | 9.35 | 7.89 - 9.99 | 333 | 9.21 |
| Private Brand | 435 | 9.23 | 638 | 8.66 | 970 | 7.43 | 7.99 | 20 | 7.99 | | | |
| Category 2 | | | | | | | | | | | | |
| Processor Brand | 854 | 6.53 | 559 | 5.83 | 3,450 | 6.14 | 4.98 - 6.88 | 211 | 5.98 | | | |
| Private Brand | 80 | 6.10 | 1,786 | 6.75 | 3,880 | 6.81 | 4.99 - 5.99 | 26 | 5.22 | 4.99 | 8 | 4.99 |
| Category 3 | | | | | | | | | | | | |
| Processor Brand | 135 | 3.56 | 296 | 3.46 | 1,180 | 4.16 | 3.99 | 6 | 3.99 | | | |
| Private Brand | 183 | 4.82 | 8 | 3.99 | 60 | 4.33 | 4.99 | 164 | 4.99 | 4.99 | 2 | 4.99 |
| Turkey Ham | | | | | | | | | | | | |
| Processor Brand | 372 | 3.27 | 334 | 3.73 | 530 | 3.79 | 3.49 - 3.99 | 152 | 3.51 | | | |
| Private Brand | 175 | 3.89 | 58 | 2.75 | | | 3.69 - 4.99 | 42 | 4.34 | 3.69 - 4.99 | 2 | 4.34 |
| Turkey Pastrami | | | | | | | | | | | | |
| Processor Brand | 245 | 3.77 | 234 | 4.40 | 310 | 5.20 | 3.49 - 3.99 | 206 | 3.63 | | | |
| Private Brand | | | 17 | 3.75 | | | | | | | | |
| SERVICE DELI - Chicken | | | | | | | | | | | | |
| Category 1 | | | | | | | | | | | | |
| Processor Brand | 2,468 | 7.93 | 4,922 | 7.85 | 2,440 | 8.24 | 6.59 - 9.99 | 1,337 | 8.19 | 5.99 - 8.99 | 160 | 8.06 |
| Private Brand | 601 | 6.73 | 2,262 | 7.05 | 1,160 | 7.96 | 5.99 | 164 | 5.99 | 5.99 | 2 | 5.99 |
| Category 2 | | | | | | | | | | | | |
| Processor Brand | 181 | 5.92 | 242 | 5.84 | 100 | 5.35 | | | | 3.99 - 4.99 | 15 | 4.59 |
| Private Brand | 1,089 | 6.27 | 153 | 5.93 | 420 | 5.99 | 5.97 - 6.99 | 165 | 6.05 | | | |
| SELF-SERVICE DELI | | | | | | | | | | | | |
| (dollars per tub or pouch) | | | | | | | | | | | | |
| Turkey 7-10 oz | | | | | | | | | | | | |
| Processor Brand | 2,174 | 3.34 | 2,169 | 3.25 | 5,300 | 3.45 | 2.50 - 4.99 | 485 | 3.91 | 1.96 - 4.29 | 83 | 2.67 |
| Private Brand | 950 | 3.19 | 884 | 3.75 | 3,010 | 3.22 | 2.79 - 5.99 | 183 | 3.93 | 2.50 - 3.99 | 119 | 3.29 |
| Turkey 16 oz | | | | | | | | | | | | |
| Processor Brand | 188 | 4.28 | 487 | 5.37 | 2,660 | 6.00 | 3.99 | 41 | 3.99 | 4.00 | 4 | 4.00 |
| Private Brand | | | 97 | 4.50 | | | | | | | | |
| Chicken 7-10 oz | | | | | | | | | | | | |
| Processor Brand | 2,527 | 3.02 | 2,704 | 3.25 | 4,790 | 3.40 | 2.50 - 4.99 | 229 | 3.82 | 2.98 | 16 | 2.98 |
| Private Brand | 1,782 | 3.46 | 747 | 3.76 | 2,980 | 3.23 | 2.79 - 3.99 | 171 | 3.15 | 2.50 - 3.99 | 1,182 | 3.63 |

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)

Source: USDA Agricultural Marketing Service, Livestock, Poultry & Seed Market News - (515) 284-4460 <http://www.ams.usda.gov/LPSMarketNewsPage>

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Fri. Sep 25, 2015

| | MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI) | | | SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT) | | | SOUTHWEST U.S. (CA,HI,NV) | | | NORTHWEST U.S. (AK,ID,MT,OR,WA,WY) | | |
|-------------------------------|----------------------------------------------------|---------------------------|--|-------------------------------------------------------|---------------------------|--|--------------------------------|---------------------------|--|---------------------------------------|---------------------------|--|
| Feature Rate ^{1/} | 37.0% of 6,100 sampled outlets | | | 22.2% of 4,900 sampled outlets | | | 55.0% of 3,800 sampled outlets | | | 35.4% of 1,300 sampled outlets | | |
| Activity Index ^{2/} | Activity Index = 4,305 | | | Activity Index = 2,136 | | | Activity Index = 2,211 | | | Activity Index = 860 | | |
| | Price Range (\$/pound) | Summary Stores Wtd Avg | | Price Range (\$/pound) | Summary Stores Wtd Avg | | Price Range (\$/pound) | Summary Stores Wtd Avg | | Price Range (\$/pound) | Summary Stores Wtd Avg | |
| SERVICE DELI - Turkey | | | | | | | | | | | | |
| Category 1 | | | | | | | | | | | | |
| Processor Brand | 6.49 - 10.99 | 202 8.77 | | 2.99 | 1 2.99 | | 6.99 - 13.99 | 159 8.78 | | 7.99 - 8.49 | 18 8.13 | |
| Private Brand | 9.99 | 21 9.99 | | 6.99 - 8.99 | 82 7.67 | | 9.99 | 246 9.99 | | 8.49 | 66 8.49 | |
| Category 2 | | | | | | | | | | | | |
| Processor Brand | 4.98 - 6.99 | 424 6.58 | | 4.99 | 12 4.99 | | 6.99 | 167 6.99 | | | | |
| Private Brand | 5.98 - 6.99 | 46 6.80 | | | | | | | | | | |
| Category 3 | | | | | | | | | | | | |
| Processor Brand | 2.99 - 3.99 | 31 3.47 | | 3.99 | 13 3.99 | | 2.97 - 3.99 | 85 3.50 | | | | |
| Private Brand | 2.99 - 4.99 | 17 3.11 | | | | | | | | | | |
| Turkey Ham | | | | | | | | | | | | |
| Processor Brand | 3.49 | 5 3.49 | | 3.59 | 16 3.59 | | 2.47 - 3.79 | 199 3.05 | | | | |
| Private Brand | | | | 3.79 | 60 3.79 | | 3.29 - 3.99 | 71 3.70 | | | | |
| Turkey Pastrami | | | | | | | | | | | | |
| Processor Brand | 4.88 - 6.99 | 26 5.29 | | | | | 2.99 | 13 2.99 | | | | |
| Private Brand | | | | | | | | | | | | |
| SERVICE DELI - Chicken | | | | | | | | | | | | |
| Category 1 | | | | | | | | | | | | |
| Processor Brand | 5.99 - 9.99 | 548 7.04 | | 6.99 - 9.99 | 160 8.41 | | 7.99 - 9.49 | 200 8.10 | | 7.99 | 61 7.99 | |
| Private Brand | 5.99 - 7.99 | 168 7.10 | | 6.49 | 23 6.49 | | 6.99 | 244 6.99 | | | | |
| Category 2 | | | | | | | | | | | | |
| Processor Brand | 3.99 - 5.99 | 96 5.46 | | | | | | | | 5.99 - 6.99 | 70 6.82 | |
| Private Brand | 2.99 - 6.99 | 538 6.59 | | 4.99 - 6.99 | 386 5.92 | | | | | | | |
| SELF-SERVICE DELI | | | | | | | | | | | | |
| (dollars per tub or pouch) | | | | | | | | | | | | |
| Turkey 7-10 oz | | | | | | | | | | | | |
| Processor Brand | 2.49 - 4.49 | 680 3.61 | | 2.00 - 4.49 | 448 2.75 | | 1.99 - 3.99 | 231 2.91 | | 2.49 - 4.49 | 212 3.19 | |
| Private Brand | 2.50 - 3.99 | 438 2.79 | | 2.79 - 3.99 | 139 2.97 | | 3.99 | 2 3.99 | | 3.99 | 69 3.99 | |
| Turkey 16 oz | | | | | | | | | | | | |
| Processor Brand | | | | 3.99 - 5.49 | 127 4.19 | | 5.79 | 16 5.79 | | | | |
| Private Brand | | | | | | | | | | | | |
| Chicken 7-10 oz | | | | | | | | | | | | |
| Processor Brand | 2.49 - 4.49 | 846 3.60 | | 2.00 - 4.49 | 530 2.49 | | 2.00 - 3.50 | 576 2.27 | | 2.00 - 4.49 | 295 3.19 | |
| Private Brand | 2.50 - 3.99 | 219 2.90 | | 2.79 - 3.99 | 139 2.97 | | 3.99 | 2 3.99 | | 3.99 | 69 3.99 | |

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)



USDA National Retail Report - Turkey

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 09/25 thru 10/01.

(prices in dollars per pound unless otherwise noted; does not reflect all poultry items available in the marketplace)

| | ALASKA (AK) | | | HAWAII (HI) | | | | |
|-------------------------------|------------------------------|---------------------------|-------------|------------------------------|---------------------------|--|--|--|
| Feature Rate ^{1/} | 15.1% of 100 sampled outlets | | | 56.6% of 100 sampled outlets | | | | |
| Activity Index 2/ | Activity Index = 25 | | | Activity Index = 88 | | | | |
| | Price Range (\$/pound) | Summary Stores Wtd Avg | | Price Range (\$/pound) | Summary Stores Wtd Avg | | | |
| SERVICE DELI - Turkey | | | | | | | | |
| Category 1 | | | | | | | | |
| Processor Brand | 8.49 | 1 8.49 | | | | | | |
| Private Brand | | | | | | | | |
| Category 2 | | | | | | | | |
| Processor Brand | | | 7.49 - 7.69 | 40 7.52 | | | | |
| Private Brand | | | | | | | | |
| Category 3 | | | | | | | | |
| Processor Brand | | | | | | | | |
| Private Brand | | | | | | | | |
| Turkey Ham | | | | | | | | |
| Processor Brand | | | | | | | | |
| Private Brand | | | | | | | | |
| Turkey Pastrami | | | | | | | | |
| Processor Brand | | | | | | | | |
| Private Brand | | | | | | | | |
| SERVICE DELI - Chicken | | | | | | | | |
| Category 1 | | | | | | | | |
| Processor Brand | 7.99 | 2 7.99 | | | | | | |
| Private Brand | | | | | | | | |
| Category 2 | | | | | | | | |
| Processor Brand | | | | | | | | |
| Private Brand | | | | | | | | |
| SELF-SERVICE DELI | | | | | | | | |
| (dollars per tub or pouch) | | | | | | | | |
| Turkey 7-10 oz | | | | | | | | |
| Processor Brand | 3.50 | 11 3.50 | 2.99 | 24 2.99 | | | | |
| Private Brand | | | | | | | | |
| Turkey 16 oz | | | | | | | | |
| Processor Brand | | | | | | | | |
| Private Brand | | | | | | | | |
| Chicken 7-10 oz | | | | | | | | |
| Processor Brand | 3.50 | 11 3.50 | 2.99 | 24 2.99 | | | | |
| Private Brand | | | | | | | | |

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